

of the country's GDP. As a part of the anti-crisis program, people who lost their jobs due to quarantine measures will be able to receive assistance. And among small businesses, according to the Association survey, about a third of businesses have been forced to reduce their staff.

Within such adverse economic conditions, there is a high risk that some small businesses will go into the shadows. To prevent the hidden economy in the short and long term, the limits for individual entrepreneurs working by the simplified taxation have been significantly increased.

We all still have to make much effort to bring our country to a higher level, to make companies not merely want to keep their businesses here but to queue up to launch new projects. It has been recently announced about the creation of an anti-crisis headquarters for combating the coronavirus – an important and top priority issue of today. It would be a good thing for our country to succeed in its efforts to quickly curb the epidemic, to develop the abovementioned economic strategy, and to achieve finally tangible results from the implementation of the judicial reform. I am sure that many rational people want to make their personal contribution to our country to propel it to new heights. [3]

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PROBLEMS OF HIGHER EDUCATION DEVELOPMENT IN UKRAINE

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There is a number of inconsistencies in the regulation of state educational services in Ukrainian society. First of all, the democratic principles of making collegial decisions on the management of the educational process in higher education are violated. Secondly, the educational and upbringing lines of higher education do not meet the national economy demands. Third, the higher education system is becoming bureaucratic and becoming a business strategy. The above reasons become steps on the way to obtaining a diploma of an unclaimed specialist [1].

Ukrainian society in the field of educational services has joined the Bologna process, which has 4 main activities: the cumulative system of modular (credit) points, recognition of diplomas in the signatory countries, student visits to several faculties and lectures, introduction of 2-level system training (bachelor's, master's). The innovations are adopted for the implementation of free migration in the countries participating in the Bologna process and the equivalent recognition of the diploma of a university graduate in the host country.

The principle of building students' work with the teacher is based on active, voluntary and joyful interaction with the deepening of scientific research and independent work. Education in any university is based on the principle of using a systematic approach, which is based on the analysis of these sciences, but independently produces an epistemological method and procedure for mastering

scientific material. The student, mastering the practical study and accumulation of material, does not always use the principle of systematization in activities, which leads to the impossibility of generalizing the acquired amount of knowledge [2].

The entry of the general educational space of Ukraine into the Bologna system of teaching prepares high-quality specialists under the condition of a responsible attitude of teachers to work, search encouragement, creative, analytical function of students. Lectures in such a process are considered as a tool that supports search and activation. With conscientious performance of tasks, use of the innovative technical base - the Internet network, the head will prepare a high-class specialist for graduation from the institute.

The most acute problem is the inconsistency of scientific training with the economic demands of the country. A fairly rapid reform of the higher education system leads to a constant change in the curriculum, which affects the objectivity of the student knowledge assessment and the quality of his preparation for work. The number of trained legal and economic specialists significantly exceeds the amount of graduated engineering and technical personnel. Most people with higher education lose their jobs, but the state spends money on retraining and unemployment benefits. The government does not fund the development of basic sciences, so the main task of the university is to encourage students to form an active life position and choose to study applied specialties [2].

According to the expert, Fulbright Scholar Olena Panych, the reform path of the education system will not be easy. Our country has refused to involve the education sector in the traditional soviet teaching system; the educational conditions of the Bologna process led to the fact that all curricula became of a recommendatory nature, rather than mandatory. There is a danger of skewing teaching in the direction of knowledge simplification and training of graduates with secondary education.

Changes in the activities of higher education affect the method of financing the activities of teachers. The principle of decentralization indicates a reduction in funding for universities by the state, the delegation of this function to entrepreneurs, that are provided with guarantees in the form of simplified credit and social actions. In this case, the higher school has the right to independently dispose of the funds received. According to the reform results, the Ukrainian educational system is close to the Western type of teaching with unified cycles, financial support independence and accessible to many segments of the population [1].

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CONSUMERS NEEDS IN MILK AND DAIRY PRODUCTS

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Milk is a unique product that includes all the necessary nutrients for humans (proteins, fats, carbohydrates, minerals, vitamins) in an easily digestible form and in an optimal ratio to satisfy the human body in them. Therefore, milk and dairy products are in constant demand, as they are an integral part of the diet of most people in our time and are considered especially valuable and useful.